

#### ABSTRACT OF THE DISCLOSURE

The present invention is a display device and display panel drive method that allow a more rapid select operation to be stably implemented by increasing the discharge probability of selective discharge. The display device comprises an address part that sequentially applies a positive scan pulse to a first row electrode of each of the display panel row electrode pairs in the address cycle while sequentially applying a pixel data pulse corresponding to the pixel data at the same timing as the scan pulse to each of the display panel column electrodes one display line at a time so that the column electrode side constitutes a cathode, such that an address discharge is selectively produced in the second discharge cell; and a sustain part that applies a sustain pulse to each of the row electrodes constituting the row electrode pairs in the sustain cycle, and the sustain part applies the ultimate sustain pulse of the sustain pulses applied in the address cycle to the first row electrode with a negative polarity.